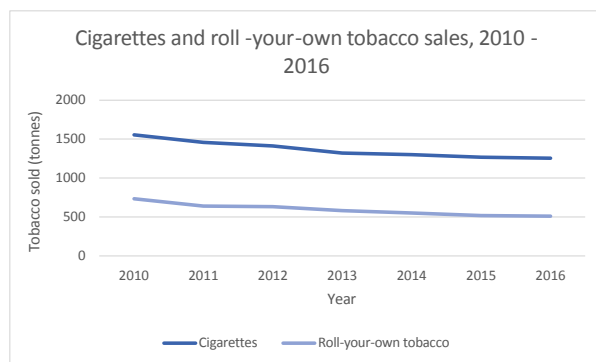
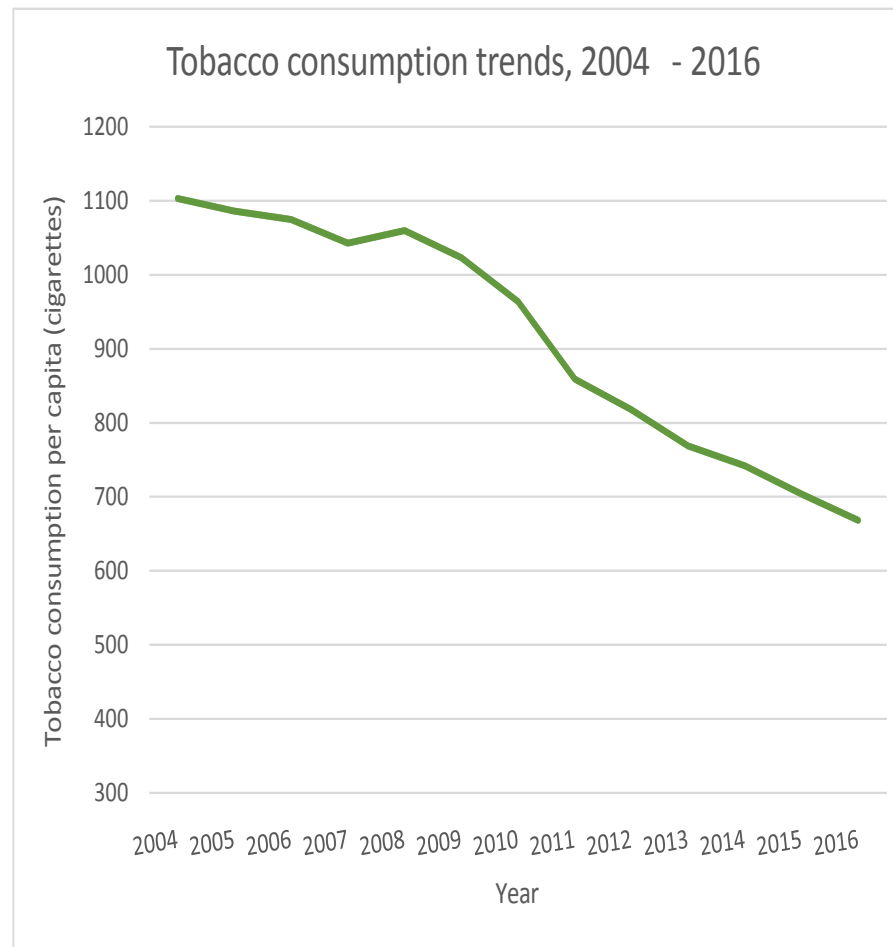


## 1 Tobacco consumption trends

Tobacco consumption per capita\* **decreased 31%** between 2010 – 2016  
\*population over 15 years of age

Between 2015 and 2016 the number of cigarettes consumed **decreased 1%**, while roll-your-own tobacco consumed also **decreased by 6.6%** in the same period

An adult\* now smokes an average of **668 cigarettes** per year  
\*population over 15 years of age



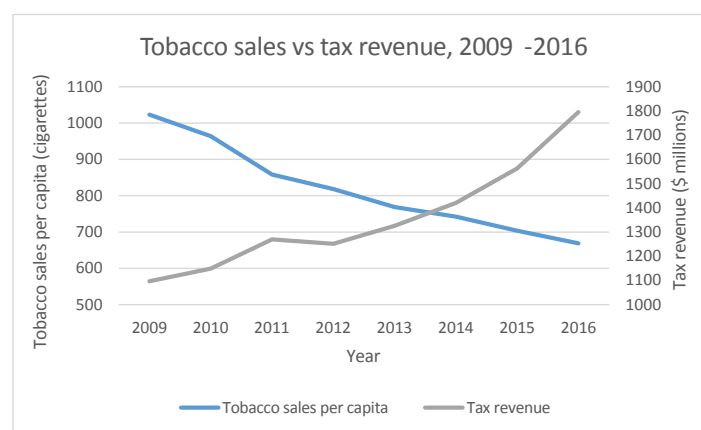
## 2 Total tobacco released for sale



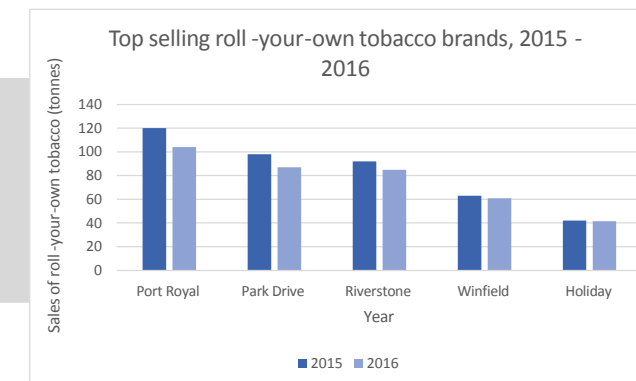
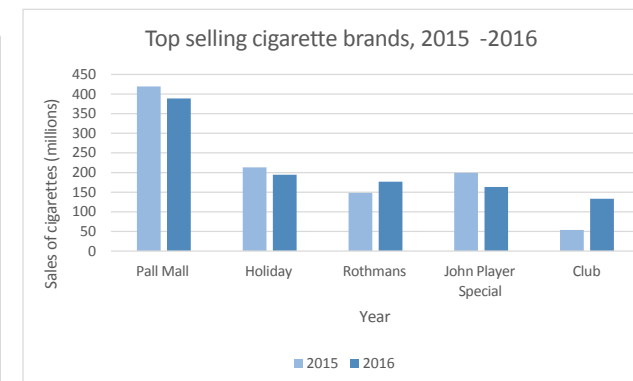
## 3 Total sales of tobacco vs tax revenue

In 2016 the tax revenue from both domestic and imported tobacco was \$1.8 billion (up from \$1.6 billion in 2015)

From 2009 to 2016 tax revenue has increased, whilst tobacco consumption has decreased over the same period



## 4 Top selling cigarette and roll-your-own brands



The five top selling cigarette brands capture **59%** of the total cigarette market in New Zealand. The ten top selling cigarette brands capture **84%** of the market

The top five selling roll-your-own tobacco brands capture **74%** of the total roll-your-own tobacco market in New Zealand

From 2010 to 2016 the market share of the top selling cigarette and roll-your-own tobacco brands has decreased

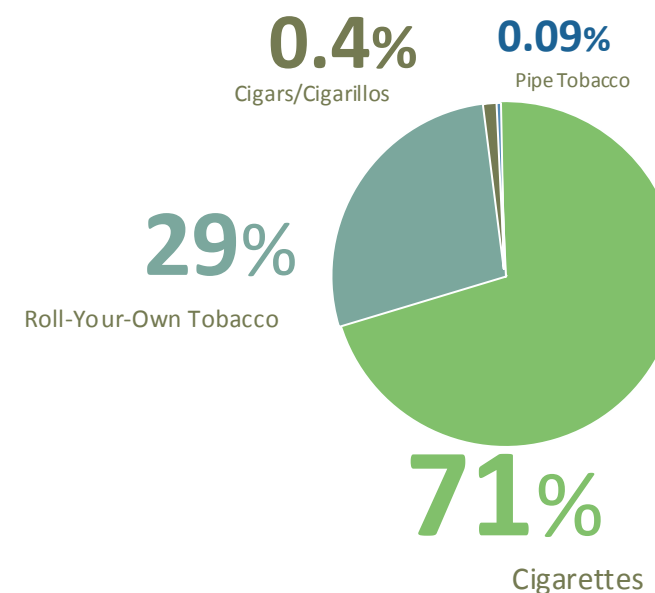
In 2016 Club, West and Choice entered the top ten selling cigarette brands, with these brands being in the lower price range

### Price ranges of tobacco products

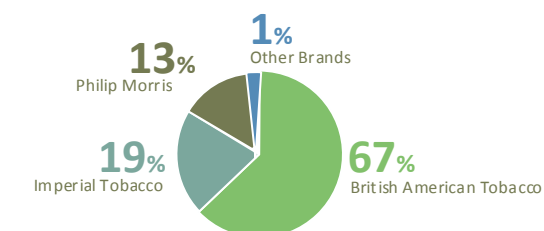
In 2016 a pack of 20 cigarettes ranged in price from **\$18.90 to \$29.90** (compared to \$15.50 - \$26.00 in 2015)

In the same period, a 30gm pack of roll-your-own tobacco ranged in price from **\$37.00 to \$52.90** (compared to \$32.50 - \$48.20 in 2015)

## 5 Total market share of tobacco by type



### Market share of cigarettes



### Market share of roll-your-own tobacco

